SYSTEM AND METHOD FOR
MEASURING AND ANALYZING PERFORMANCE DATA

ABSTRACT OF THE DISCLOSURE

In a retail business environment, sales employees interact with customers and

5   generate retail sales. Employee skills, product knowledge, and performance are

particularly relevant to sales generated, and hence to cash flow. Periodic assessments

are typically performed to monitor the progress and growth of the business and to

identify areas of strength and flag potential weaknesses. Such assessments typically

take the form of sales data outlining generated revenue, for example, gross receipts or

10   the net profit of a particular employee or store. A system for measuring and analyzing

performance data including collecting data indicative of performance and analyzing the

data to compute an aggregate synopsis of performance of an employee provides

quantitative data for providing employee specific feedback and direction to the

employee for improving performance. A hypothesis is formed from the aggregate

15   synopsis to determine one or more actions, such as training and skill practice, directed

to improving performance. The determined actions are pursued with the employee

under evaluation, and a change in the performance as a result of applying the actions is

measured. Measurement and analysis is repeated in an iterative manner to continually

assess and develop employee skills toward increased performance and hence, increased

20   sales.